



LONDON HERITAGE QUARTER

THIS SCHOOL
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1688.

VICTORIA WESTMINSTER BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

2024/2025

VICTORIA WESTMINSTER DISTRICT



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FOREWORD

We are pleased to present the Victoria Westminster Business Improvement District (BID) Annual Report for 2024–2025. This has been a year of delivery across all our work themes, with progress on key public realm projects and continued investment in this unique part of London.

Victoria Westminster is a district steeped in history and going through an exciting transition; it is home to world-renowned landmarks, political institutions, cultural venues and a growing base of businesses and luxury hospitality venues that thrive in this distinctive setting. This year the BID has delivered projects that enhance the visitor experience, protect heritage assets and strengthen the area's role as a destination.

Work this year has included early design development for a striking new wall installation at Wellington Barracks, finalising plans for the illumination of Westminster Chapel's tower and continued improvements to Christchurch Gardens, ensuring it remains a vibrant green space for workers, residents and visitors. We continue to develop proposals as part of The Arc programme to reshape an alternative walking route from Cardinal Place to St James's, improving accessibility and making the district more attractive.

Operationally, our dedicated cleansing team has delivered deep cleaning, graffiti removal and responsive support to businesses, ambassadors have assisted thousands of visitors and provided on-the-ground intelligence, while our patrol team has carried out proactive security checks and addressed incidents of anti-social behaviour. Our outreach work with The Passage continues to provide critical support to people sleeping rough. In part due to the cost-of-living crisis, the area has suffered from an increase in rough-sleeping and anti-social behaviour which we have sought to mitigate through our partnership working with Westminster City Council and the Police. Our programme of Counter Terrorism training, night safety audits and emergency communications has further strengthened resilience.

Events and campaigns have helped showcase Victoria Westminster and drive engagement; from the successful 'Journey Through Time' sculpture trail to our Christmas celebrations in Christchurch Gardens. Working as part of the London Heritage Quarter, we have also launched the new LHQ Hub App, offering promotional opportunities for businesses and exclusive offers for visitors and workers.

Partnerships are central to everything we do. We work closely with Westminster City Council, the Metropolitan Police, Transport for London, the Victoria Neighbourhood Forum, property owners, cultural organisations and our neighbouring BIDs. We encourage all business members to engage with us, share their priorities and be part of shaping Victoria Westminster's future.



Nigel Hughes MBE
Chair



Ruth Duston, OBE, OC
Chief Executive

MORE THAN MONUMENTS



2024/2025 THE YEAR IN NUMBERS

As the year draws to a close, we reflect on the numbers that defined the past 12 months.



11,234

proactive security checks carried out



1,109

bags of litter and 1,020 bags of recycling collected



1 Million+

social media impressions



164.8K

views of the London Heritage Quarter website



25,616

interactions with visitors



2,225

beneficiaries supported through ActionFunder



CLEANING & GREENING

Keeping Victoria Westminster’s open spaces clean and inviting is a key priority for local businesses. Working alongside Westminster City Council, our street team operates each week to enhance the area, ensuring it remains an attractive and enjoyable place to live, work and visit.

Our street cleansing service operates Monday to Friday, 6:30 am to 5:30 pm, delivering street-sweeping, litter-picking, graffiti and sharps removal, and bin and pavement flushing.

The team also provide an on-call janitorial service to the local business

community, where they respond to issues raised within a two-hour response window.

Additionally, the team sets up tables and chairs outside the Blewcoat School all year round.





834

street population
issues responded to



257

incidents of anti-social
behaviour responded to



2,281

business welfare checks
carried out



11,234

proactive security
checks carried out



COMMUNITY SAFETY & BUSINESS RESILIENCE

We remain committed to tackling crime and anti-social behaviour through close collaboration with the Greater London Authority, Metropolitan Police Service, Westminster City Council and Outreach teams. Working with the British Transport Police and partners such as the Centre for the Protection of National Infrastructure, we have enhanced business resilience and reduced the risk of serious incidents.

The Victoria Westminster Patrol Team, consisting of two officers, patrol the BID area in pairs from 7am to 4pm, Monday to Friday one week and 10am to 7pm the following week. They address low-level crime and anti-social behaviour, using body-worn cameras and radios for their duties. In April, Turning Point also delivered Spice drug awareness training to the patrol team to help them if they encounter individuals who have taken it.

The BID's dedicated 4G radio network is now used by 17 local businesses, security operatives and on-street teams, strengthening coordination and rapid response across the area. The Sentinel crisis communications platform was upgraded in September 2024 to further strengthen safety. Between September 2024 and March 2025 the platform delivered 52 broadcasts ensuring critical information was shared quickly and effectively.

Other security initiatives included a Counter Terrorism tabletop exercise with the West End Security Group, focusing on an escalating critical incident within the London Heritage Quarter footprint, alongside four Action Counters Terrorism and four See Check and Notify sessions, a cyber terrorism escape room training, and two bike marking events at Tate Britain, marking 41 bikes and servicing 38. Diphtherine chemical attack kits were also purchased and distributed across the London Heritage Quarter area, with one located in the Victoria Westminster footprint to aid in the event of an on street chemical incident.

To further enhance safety, particularly at night and for women and girls, we commissioned Publica to carry out a night safety audit, including a "body mapping" exercise to capture participants' feelings and perceptions of local areas. The audit produced 19 recommendations, 10 of which are already being addressed within the local public realm.



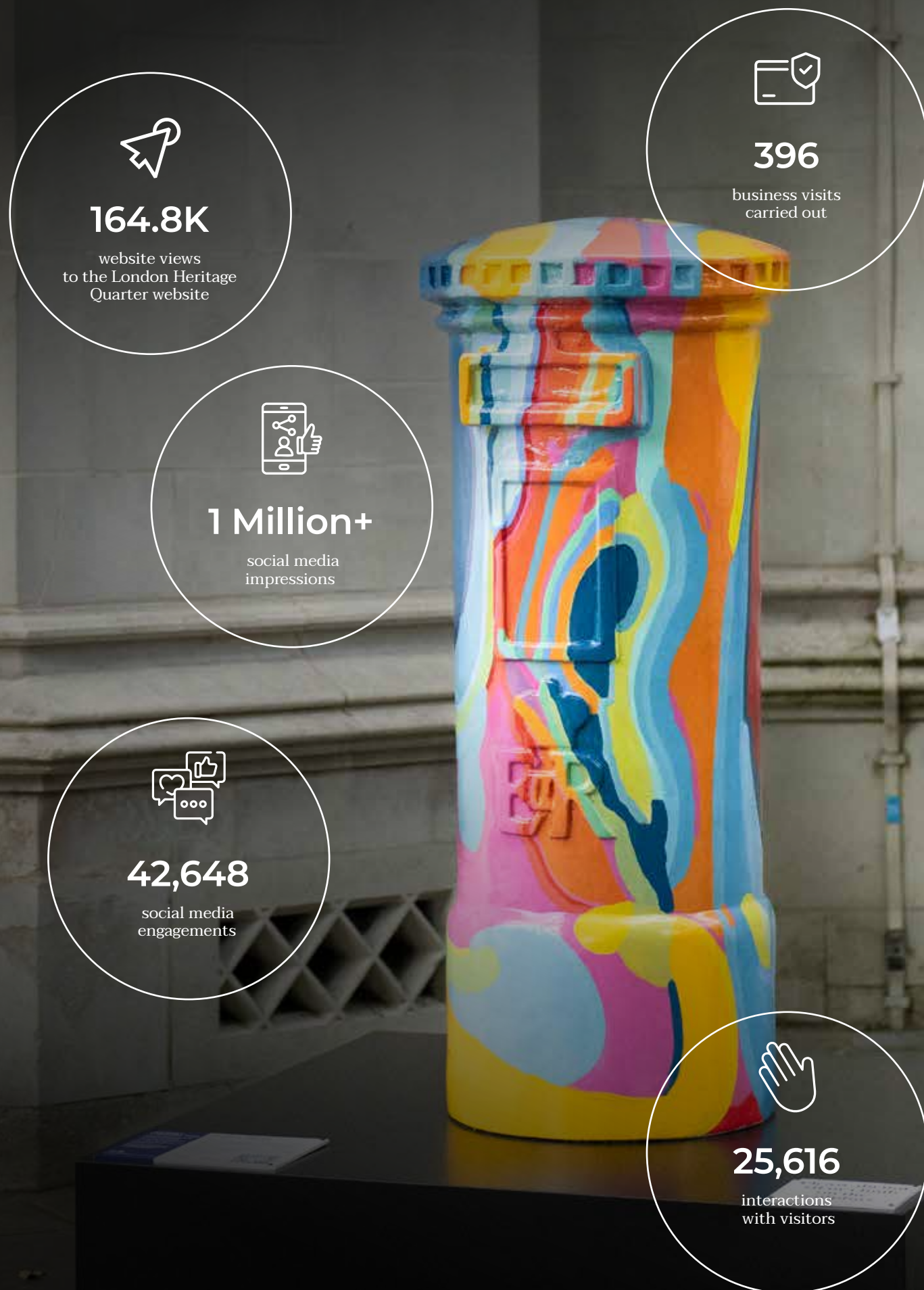
7

medical emergency
incidents responded to



24

assistance calls
responded to via the
radio network



DESTINATION

The BID actively promotes the area through our digital platforms, including our website and social media, to highlight events and activities organised by us and our local business partners.



Digital communications are used to increase awareness of the BID's project work, promote companies within the footprint and to comment on important London themes.

This year, we have supported BID member companies through collaborations and competitions, to increase awareness of LHQ and social media following.

Frequent content was scheduled on our social media channels, across Instagram, LinkedIn and Tiktok, on our website and through email communications.

In May 2024 a new website was launched for London Heritage Quarter, where all BID information can be accessed, and the Victoria Westminster BID social media sites merged with our sister BIDs, to become London Heritage Quarter across all platforms. We also launched the LHQ Hub app in July, which digitalised the BID's previous physical Privilege Card scheme, allowing all offers across London Heritage Quarter to be available on an app.

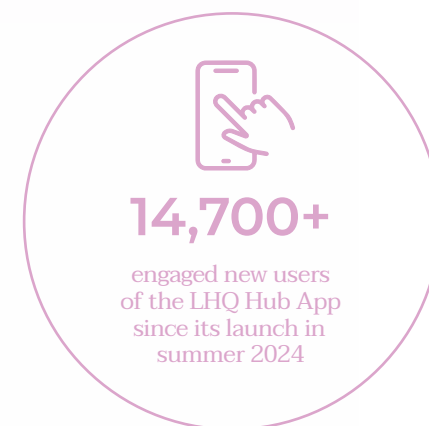
Over the year, we continued to elevate our brand through collaboration with a communications agency to provide us with additional PR and media support. During this time, we produced various branded materials and published three issues of the Victoria 'London Starts Here' magazine, each with a circulation of 25,000.

We attended MIPIM to raise awareness of LHQ and to showcase our upcoming strategic projects such as Future Victoria and Project Swan.

The BID held memberships with BusinessLDN, London & Partners, Central London Alliance, Westminster Property Association, Opportunity London and the NLA to join conversations relating to the future of Central London and relevant policies. Additionally we continued to work with Colliers to analyse local footfall and consumer metrics and provide valuable pedestrian insights to our business partners, in collaboration with our Placemaking theme.

We completed an Investment Strategy with Arup, which provided an evidence-based approach to driving economic success, highlighting key growth opportunities and activities the BIDs can undertake to drive inward investment.

We launched the LHQ Hub App with a combined summer networking event at IET: Savoy Place, attended by 106 guests from over 60 organisations. To boost awareness and downloads, we also delivered 14 lunchtime pop-ups in office lobbies, distributing London Heritage Quarter branded merchandise to raise awareness of LHQ.





Events Programme

Throughout the summer, we delivered the **'Journey Through Time' sculpture trail**, featuring 11 British-themed artist-designed sculptures. The trail secured national, regional and broadcast media coverage with a reach of over 300 million, alongside 17,000 webpage views and 6,390 QR code scans.

As part of London Fashion Week, we hosted a **sustainable fashion show** at 55 Broadway. The event included a panel discussion, pop-up shops and a charity auction. It attracted 111 attendees, raised £1,038 and gained visibility on City AM's homepage. Brands showcased included Dress for Success and the world's first sustainable sari.

For International Women's Day, we partnered with art agency Artiq to **exhibit works from four female artists** across four office lobbies in London Heritage Quarter. The displays explored topics including feminism, sustainability, women's health and technology.

We continued our Christmas traditions with a **15ft Christmas tree in Christchurch Gardens** featuring the new London Heritage Quarter branding.

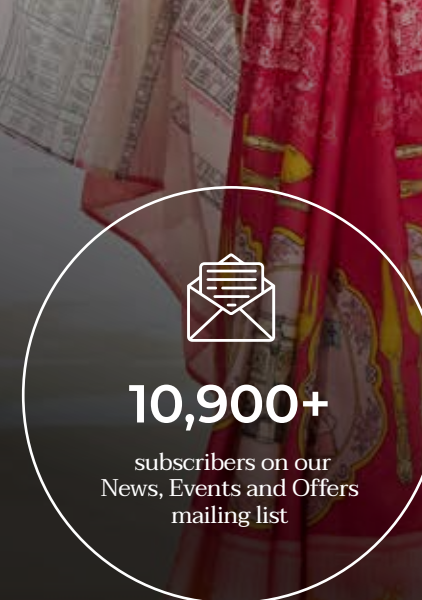
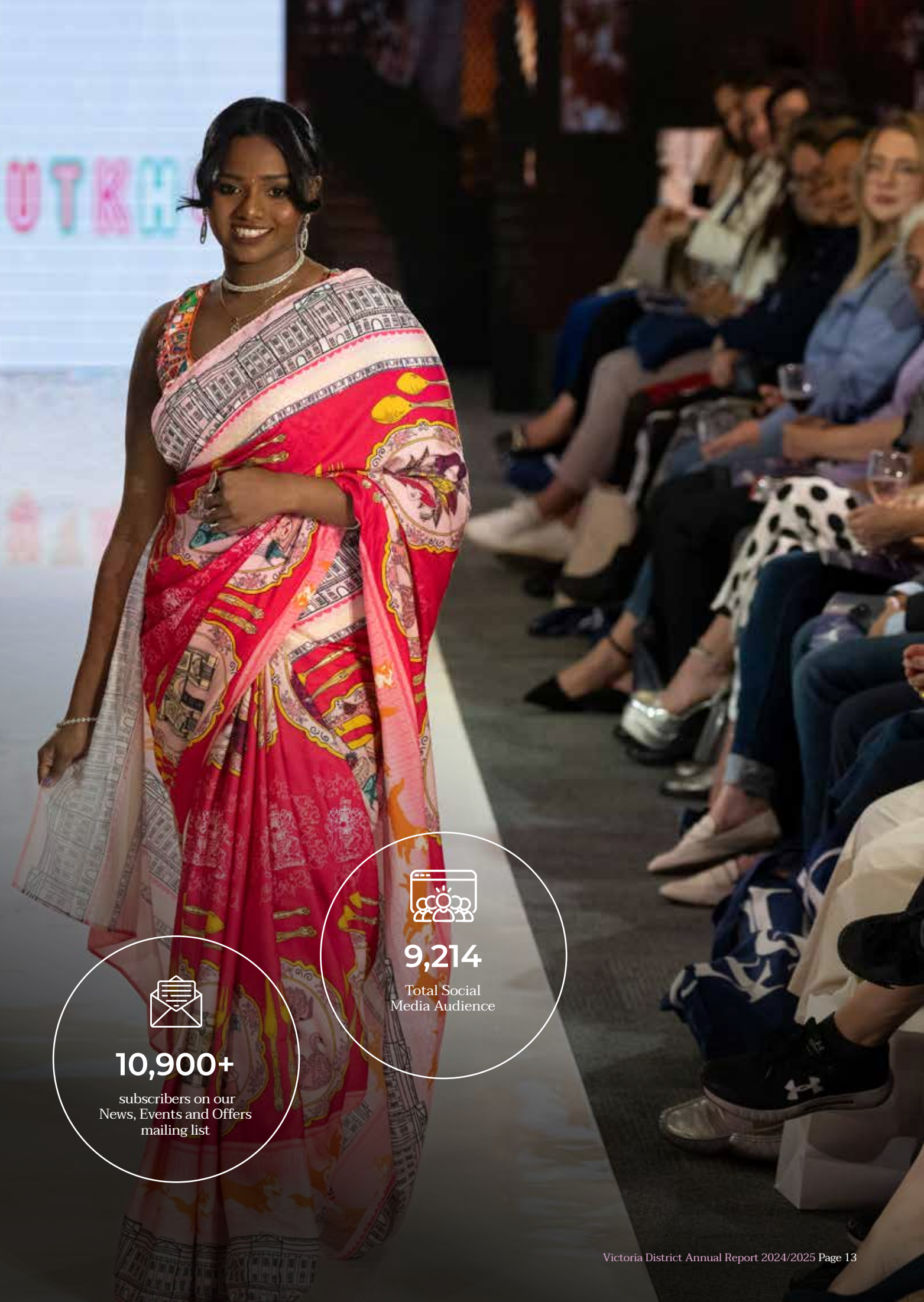
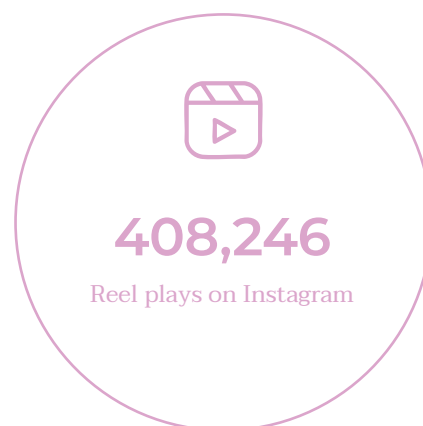
To mark the start of the festive season, we hosted a **Christmas light switch-on in Christchurch Gardens** with St Matthew's Primary School, local councillors and the Lord Mayor. The event welcomed over 100 attendees and reinforced the gardens position as a community hub.

We brought **'The North Pole Express'**, a vintage-style steam engine, to Victoria Station. Over 1,200 visitors took photos with **Father Christmas**, who made daily visits and handed out 2,500 festive giveaways.

Other festive initiatives included our annual **Online Advent Calendar**, which featured 57 prizes from local businesses. It achieved record participation with 54,000 entries, up from 41,000 in 2023. The Advent Calendar also became the most visited page on the London Heritage Quarter website, attracting 40,000 views, followed by Heritage Summer with 17,500 views and the homepage with 14,800 views.

Our Ambassadors play a key role in enhancing the Victoria Westminster experience by offering a warm welcome and **street concierge service to visitors**. They assist with wayfinding, gather information from local businesses, monitor environmental issues and provide important updates about the area.

In addition, the Ambassadors supported at a range of events and with marketing campaigns over the past year. They've also **delivered and promoted the LHQ Hub app**.





200+

business members signed up to seedl and completed 105 courses since its launch



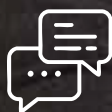
49

children in low-income households were provided with school uniform



1,118

environmental issues reported to Westminster City Council and Transport for London



1,484

encounters with 994 individuals achieved by the Community Intervention Team



£1,037

raised for charity during the Sustainable Fashion Show

ENVIRONMENTAL, SOCIAL & GOVERNANCE

Victoria Westminster BID has strongly championed our community over the last year, through our Environmental, Social and Governance programme. Our initiatives have focused on improving employee wellbeing and creating meaningful business networking and collaboration opportunities. We remain dedicated to working closely with local businesses to strengthen the economy in the short, medium and long term, ensuring Victoria Westminster remains a vibrant place to work, visit and invest, while driving innovation and fostering sustainable growth for the future.

Working with the neighbouring BIDs in the London Heritage Quarter and local businesses, we delivered a year-round programme of wellness events and workshops.

For Mental Health Awareness Week in May, we ran activities themed Move More for Your Mental Health, including a Colour by Numbers mural at Victoria Station, which drew 700+ participants. Other highlights included a Movement Medicine webinar with Wellbeing People, a Colour and Chat Afternoon Tea with Brigit's Bakery, and a Cuddle Club dog session, engaging 97+ business members.

In September, as part of our Destination theme, London Heritage Quarter hosted a Sustainable Fashion Show and Charity Auction at 55 Broadway with Central London Alliance and Blue Orchid Hospitality, marking 40 years of London Fashion Week. The event promoted sustainable fashion, raised £1,037 for charity, and welcomed 111+ business representatives.

For the festive season, we ran a wreath-making workshop, cookie decorating with Biscuiteers, and a Festive Cuddle Club, engaging 100+ members. We also partnered with St Andrew's Youth Club, Bessborough Family Hub, and Cardinal Hume Centre to fund school uniforms for 49 children in low-income households, and supported Westminster Connects for the fourth

year, donating 800 Christmas hampers with help from Sir Simon Milton Foundation and business volunteers.

We continued to back local charities through ActionFunder and Hotel School. ActionFunder funded 10 charities, reaching 2,225 beneficiaries across the London Heritage Quarter, with projects supporting young people, women and girls, economically disadvantaged groups, and those facing discrimination. With Hotel School, we co-hosted a panel with The Passage on tackling homelessness, attracting 69 guests and securing 38 pledges for further action.

To strengthen education and skills, we launched Seedl, an online platform with 200+ live courses in sales, project management, wellbeing, and leadership. In its first nine months, it attracted 200+ users and recorded 105 bookings.

We continued funding the Community Intervention Team, run by The Passage, which from April 2024 to March 2025 recorded 1,484 encounters with 994 rough sleepers, leading to multiple interventions and service engagement.

Finally, we began planning Royalties London, a pilot education programme with Volcano for Londoners aged 18-30. Launching next year, it will deliver six weeks of workshops for 25 participants, culminating in an event led by young creatives.



PLACEMAKING

We continued to deliver strategic improvements, upgrade public spaces and drive forward environmental and sustainability initiatives. These projects were developed in close collaboration with BID members and local stakeholders, while maintaining strong partnerships with Westminster City Council, Transport for London and the wider community.



This year, we delivered a broad programme of projects to enhance local infrastructure, upgrade public spaces, improve the environment and activate street-level areas. Developed with BID members, local communities, neighbouring London Heritage Quarter BIDs, Westminster City Council and Transport for London, these initiatives were guided by regular Steering Group input and ongoing support for the Victoria, Pimlico and Knightsbridge Neighbourhood Forums, ensuring a strong voice in shaping local plans and development proposals.

Through The Arc programme, we advanced improvement schemes for ten streets, removing unnecessary street furniture to boost walkability and developed a vision for Palace Street as a dedicated school street. We partnered with Westminster Chapel, Wellington Barracks, the Guards Museum and local businesses to deliver art and lighting installations, supported by a traffic survey and decluttering study to identify further public realm opportunities.

To promote active travel, we introduced digital guided history walks on the LHQ Hub app. We also collaborated with Footways London to create a new walking map and started plans to install riverside banners highlighting local attractions, which will both be launched in the new financial year.

Greening projects expanded with community groups at multiple sites, while Christchurch Gardens was further enhanced for year-round appeal and biodiversity. An i-Tree survey assessed 1,809 trees, quantifying their environmental value and daily seating provision activated

The Blewcoat School. Additional planting and seating at the Belgrave Road parklet improved amenity and encouraged dwell time.

In partnership with the Northbank, Victoria and Whitehall BIDs, alongside Lord Henty of Richmond Hill CBE, we hosted a Routemaster Bus Tour through South Westminster, showcasing key developments and public realm projects that are transforming the area and highlighting future opportunities.

Guided by our Sustainability Steering Group, we worked with Bioregional on a three-year Sustainability Action Plan and, as members of the Westminster Zero Emission Group, we undertook a logistics analysis to reduce vehicle movements in line with the Westminster Sustainable City Charter. We also collaborated with Breathe London to install air quality monitoring nodes and continued supporting Project SWAN, hosting town hall events and engaging over 170 buildings, with Hemiko and Vital Energi appointed to lead delivery in September 2024.





BOARD MEMBERS

Nigel Hughes MBE	Victoria, Victoria Westminster and Whitehall Business Improvement Districts (Board Chair)
Lee Oxley	Channel 4
Bernadette Gilligan	Conrad London St James
Stuart Burrows	DEFRA/Office of Government Property
Mark Taylor	QEII Centre
Mark Fisher	Tuckerman
Ruth Duston OBE, OC	Victoria, Victoria Westminster and Whitehall Business Improvement Districts



BOUNDARY MAP



PROFIT & LOSS

	TOTAL 2024/25 £	COMPARATIVE TOTAL 2023/24 £
TURNOVER		
BID Levy	973,852	1,066,803
Voluntary Contributions and Other Income	98,254	40,056
TOTAL	1,072,106	1,106,859
COST OF SALES		
Cleaning & Greening	159,446	133,432
Community Safety & Business Resilience	105,487	94,591
Environmental, Social & Governance (ESG)	118,641	62,421
Destination	265,131	194,163
Placemaking	260,436	134,042
TOTAL	909,141	618,649
GROSS PROFIT	162,965	488,210
ADMINISTRATION EXPENSES		
BID Team Support	92,184	76,932
Rent and rates	32,483	27,576
Estates Costs	1,924	887
Insurance	3,473	1,846
Office Consumables	3,875	1,821
Office Expenses	4,872	9,963
Subscriptions	319	203
Training Costs	443	199
Legal & Professional Fees	10,831	17,820
Audit Fees	8,964	8,633
IT costs	11,809	14,637
Telephone	1,374	1,426
BID Levy Collection Fee	16,767	16,118
BID Admin Costs	6,303	5,817
Bank Charges	652	510
Depreciation	2,808	1,253
Corporation Tax	4,511	4,622
TOTAL	203,592	190,263
Surplus brought forward	696,858	398,911
Profit/(Loss) for the year	(40,627)	297,947
Surplus carried forward	656,231	696,858







LONDON HERITAGE QUARTER

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MORE THAN **MONUMENTS**